

# Journal, Web & Directory Advertising

## AIRA Journal

is a bi-monthly publication of the Association of Insolvency and Restructuring Advisors.

It is distributed to more than 2000 members, over 300 judges, non-members at events and conferences, and through our web site, [www.airacira.org](http://www.airacira.org).

The articles are technical and instructive and written for professionals actively involved in distressed business turnaround practice.

Our readers are influential decision makers that advise their clients in all aspects of business restructuring.

## Advertising Schedule

### June/July 2007

Publication Date: May 18  
Space Reservation: May 04  
Ad Submission: May 07

### December/January 2008

Publication Date: November 30  
Space Reservation: November 9  
Ad Submission: November 12

### August/September 2007

Publication Date: August 3  
Space Reservation: July 13  
Ad Submission: July 16

### February/March 2008

Publication Date: February 1  
Space Reservation: January 11  
Ad Submission: January 14

### October/November 2007

Publication Date: October 5  
Space Reservation: September 14  
Ad Submission: September 17

### April/May 2008

Publication Date: April 4  
Space Reservation: March 14  
Ad Submission: March 17

## 2007–2008 Rates for AIRA Journal Advertising

AIRA Member Rates	1 Issue	3 Issues	6 Issues
<b>Full Page</b>	\$1000	\$900	\$800
<b>Half Page</b>	600	550	500
<b>Column</b>	450	425	400
<b>Half Column</b>	300	280	260

## 2007–2008 Rates for Membership Directory

(Black & White)

<b>Full Page (7.5" x 10")</b>	\$1500
<b>Half Page (7.5" x 5")</b>	800

## Web Advertising

Banners are available in 2 sizes and rotate on the main page.

	3 Months	6 Months	1 Year
<b>Full Horizontal Banner</b>	\$510	\$960	\$1800
<b>Skyscraper Banner</b>	\$300	\$660	\$1440

### Image Dimensions:

Full Horizontal Banner: 468 pixels wide by 60 pixels tall

Skyscraper Banner: 120 pixels wide x 600 pixels tall

Image File Format: .GIF and .JPG

Image File Size: 25K (maximum)

Image Resolution: 72 dpi

Image Color: RGB

Animated banners are allowed as long as all other image specs are met.

## Journal Print Specifications

AIRA Journal is printed in 4 color process, offset digitally direct to plate, 150 line screen. There are no bleed positions.

### Color/File Requirements:

All ads must be submitted as CMYK or grayscale. All spot/PMS colors must be converted to CMYK. All high-resolution scanned/linked images must be converted to CMYK or grayscale and be no less than 300 dpi. All black text should be set to overprint.

### Acceptable Electronic File Formats:

Electronic, press-ready PDF or EPS files are required. Acceptable file formats are PDF and EPS. Due to size and ease of transmittability, PDF files are preferred. All files are preflighted before printing.

Mac and PC formats are acceptable.

Do NOT provide files with any crop and/or registration marks.

Ad files created in: Word, Publisher, Power Point, Freehand or CorelDraw are NOT acceptable.

### Ad Submission Instructions:

Email all electronic materials to: [banderson@airacira.org](mailto:banderson@airacira.org).  
Send color proofs, ads on disk or other materials to: AIRA, 221 Stewart Avenue, Suite 207, Medford, OR 97501, Attn: Bryan.

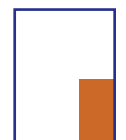
Please e-mail any questions regarding ad submission to: [banderson@airacira.org](mailto:banderson@airacira.org).

Full Page 7.5" x 10"



1/2 Page 7.5" x 5"

Column 2.35" x 10"



1/2 Column 2.35" x 5"